

BUSINESS/MARKETING Program

- 100. Accounting
- 200. Business Law
- 300. Business Technology
- 400. Career Development
- 500. Economics and Personal Finance
- 600. Information and Computer Management
- 700. Management
- 800. Marketing
- 900. Student Organizations



Business/Marketing

BMM1000

TAKING THE FEAR OUT OF FINANCE: BOOKKEEPING. McLeod & Frank, [1999-2000].

Note: Basic bookkeeping concepts such as debit, credit, ledgers, journals, and balance sheets are presented in a light-hearted, animated approach.

Discussion and review points are presented. Run time is 13 minutes.

BMM1001

TAKING THE FEAR OUT OF FINANCE: HOW TO READ FINANCIAL STATEMENTS. McLeod & Frank, [1999].

Note: This program discusses reading between the bottom lines. Among other things, building a business is about managing money. Financial statements provide information not always visible on the surface. This video explains the relationship between a balance sheet and an income statement. Run time is 15 minutes. Age level: 9th grade to adult.

BMM1003

TAKING THE FEAR OUT OF FINANCE: FINANCIAL FORECAST. McLeod & Frank, [1999].

Note: It's critical to map out a plan to have the right resources when needed - personally and professionally. This program includes information on goals, pro-forma income statement, capital plan, pro-forma balance sheet and break even. Run time is 15 minutes. Age level: 9th grade to adult.

BMM1004

TAKING THE FEAR OUT OF FINANCE: CASH FLOW FORECAST. McLeod & Frank, [1999].

Note: One job of the owner is to monitor, measure, invest, borrow and collect enough money to operate on track. This program clearly demonstrates what a cash flow is, how it works, and how to build one. It discusses opening balance, sales, cash-ins, cash-outs, summary and cash flow forecast. Run time is 15 minutes. Age level: 9th grade thru adult.

BMM1005

TAKING THE FEAR OUT OF FINANCE: FINANCIAL ANALYSIS. McLeod & Frank, [1999].

Note: Careful analysis is the key to tracking performance and getting a fix on how you're really doing. This video demonstrates the key concepts and how to use the results. Vertical, horizontal and ratio analysis are covered.

Run time is 15 minutes. 1999 Age level: 9th grade thru adult.

BMM1465

SUCCEEDING AS A FIRST TIME MANAGER VOL. 2: ASSESSING YOURSELF AND YOUR TEAM. [1997].

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized;

Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes.

BMM1481

BUSINESS ETIQUETTE. RMi Media Productions, [1998].

Note: The importance of proper business etiquette is discussed in this very timely video. Everything from sending a resume, making a good first impression on the job interview, to professionalism on the job is included. Run time is 10 minutes.

BMM2000

LAW AND THE BUSINESS PERSON.

Note: This program illustrates the legal responsibilities of business owners. Run time is 30 minutes.

BMM2003

HOW A BILL BECOMES A LAW.

Note: This thought-provoking video deciphers the legislative process by explaining how an idea becomes a bill and how a bill is made a law.

BMM2004

STANDARD DEVIANTS SCHOOL - BUSINESS LAW: THE BASICS. Cerebellum Corporation,

Note: What exactly is a law? Where do laws come from anyway? And how does this all apply to business law? You'll find out as the Standard Deviants let the light of truth shine on common laws, civil laws, contract laws, and maybe even your in-laws. Run time is 27 minutes. 2002.

BMM3001 BANK-CUSTOMER RELATIONSHIPS.

Note: This program illustrates the legal responsibilities of banks and customers both individuals and businesses. Run time is 30 minutes.

BMM3019 25 BEST CUSTOMER SERVICE IDEAS. [01/01/94].

Note: This video provides a collage of great ideas. It includes some bad and a couple of awful examples. It is loaded with examples of exceptional effort. This video is an excellent resource for helping students take ownership of the customer service equation. Run time is 39 minutes.

BMM3021

COPYRIGHTS. Teacher's Video Company.

Note: Copyrights and trademarks help companies create and guard intellectual property, brand names, and other intangible assets. This video discusses what needs to be copyrighted and what does not and when you can use the copyrighted material without permission. Visit the United States Copyright Office, explore the Federal Copyright, and learn the answers to common questions, and much more. Run time is 25 minutes.

BMM3022

UNDERSTANDING TAXES. [01/01/94].

Note: This instructional kit contains video, print and software lessons for teaching students about the U.S. tax system. Lessons cover taxpayer rights and responsibilities, how to complete tax forms, state and local taxes, tax legislation and the history of taxation.

BMM3023

UNDERSTANDING TAXES. BERGWALL, [1994].

Note: This video provides a framework for understanding different tax types and examines standard tax forms line-by-line. Run time is 25 minutes.

BMM3024

EMAIL ETTIQUETTE: TIPS FROM THE "CYBER-POSTMAN". Nimco, [2000].

Note: There is little doubt that e-mail is an extremely useful innovation that has changed, and continues to change, the way we communicate. However, the fact that e-mail is different to both voice and paper as a communications can be a source of frustration for many people. This up to date, introduction program gives viewers an understanding of the conventions that have been developed by e-mail users over the years to facilitate effective communication. In addition, many of the myths that exist regarding such issues as e-mail privacy, and warns of possible dangers when using e-mails are exposed. Run time is 18 minutes. 2000.

BMM4000

WOULD I WORK WITH ME: THE TEENS' POINT OF VIEW.

Note: This video shows the viewer how to do a self evaluation regarding work ethics and practices.

BMM4001

HOLTER, TOM. THE GAMBLER: AN ENTREPRENEUR TELLS ALL

Note: Tom Holter, owner of a highly successful radio station and 20 bowling alleys, talks about how he started with nothing and became a multi-millionaire. Run time is 30 minutes.

BMM4002

DEFYING THE ODDS: A CRASH COURSE IN ENTREPRENEURSHIP; CIMC,

Scott Klososky, Oklahoma Career Tech, **2004*NEW**

Note: This is a six part DVD series, including one workbook guide. Few things are harder than starting a new business, 80% fail within five years. This course presents an overview of the big picture: the skills, perspectives, and fundamentals you need to master to improve your odds of surviving with a new business. Content is designed to help you understand many of the very real, very tough issues in building a business. Very thought provoking and helpful whether you are thinking about just starting a business, or already started one but are struggling, this is for you!

Run time per CD ranges from 1 hour to 1 hr. & 40 mins. Six total DVD series.

BMM4004

TECH PREP AND BUSINESS CAREERS. [01/01/94].

Note: This program provides information about how students can enter several business careers by following a Tech Prep plan of study. The careers profiled are secretary, court reporter, legal assistant, administrative assistant, account/bookkeeper, and computer programmer. Information provided includes job duties, occupational outlook, and expected salaries. Run time is 17 minutes.

BMM4005

A + IN THE WORKPLACE: DEVELOPING POSITIVE BEHAVIOR. [01/01/95].

Note: This video program receives high marks for presenting positive workplace behavior in a highly entertaining dramatization. Students will understand the major impact attitude has on job performance and the importance attitude plays in promotability. They will also learn about the effective communication skills that are critical in the workplace and that being responsible on the job contributes to overall job success. Run time is 18 minutes.

BMM4006

POSITIVE WORK HABITS: WHAT THEY DIDN'T TELL YOU AT SCHOOL. [1993].

Note: This video features advice about the qualities that give employers confidence in their employees. This program specifically demonstrates crucial do's and don'ts for the first time employee. Appearance factors are discussed with real life consequences outlined. Being on time, being a good listener, having a good attention span, and being familiar with one's job description are basics that can make the difference between success and failure. Reproducible worksheets are included. Run time is 20 minutes.

BMM4007

COMMUNICATING WITH PEOPLE ON THE JOB. [01/01/95].

Note: This video will help you become the most effective person-to-person communicator in your organization. It's packed with ideas you can use right away. During this to-the-point video, you'll also find out when to collaborate and when to compete with co-workers, and you'll learn why it's sometimes better to compromise. Run time is 15 minutes.

BMM4008

TOP 9 1/2 POSITIVE WORK HABITS. [01/01/96].

Note: This video comes from the boss' perspective: concerning promptness, perceptiveness, goals, co-worker interaction and respect, deadlines, and organizational skills. It is great for use early in the school year as you get students ready for work experiences. Run time is 16 minutes.

BMM4009

WHAT'S YOUR ATTITUDE? GETTING IN THE MOOD TO WORK. [01/01/97].

Note: This video program seeks to help those entering the work force gain the upper hand by identifying some of the most important attitude issues they will confront. The list of positive attitude skills includes these vital skills: creating a good relationship with employers; punctuality and good attendance; good work and time management habits; appreciating the value of one's work; learning how to receive constructive criticism; showing a willingness to learn; exhibiting enthusiasm; and maintaining a good work ethic. A teacher's resource guide is included. Run time is 24 minutes.

BMM4010

FEEDBACK ON THE JOB: ACCEPTING CRITICISM AT WORK. [01/01/97].

Note: After viewing the video, students will be familiar with and will be able to discuss facts about criticism and reactions to it. The ability to handle criticism is one of the things that employers are entitled to expect. The ability to handle and respond to criticism is necessary in achieving career goals. Common self-defeating reactions to criticism involve anger, fear and weakened self-esteem. An instructor's guide is included. Runs 22 minutes.

BMM4012

10 STEPS TO RESUME SUCCESS. Huntsville, TX: Educational Video Network Inc.

Note: In this video students will learn ten steps that will help any job applicant write a successful resume and how to write a good cover letter. Run time is 27 minutes.

BMM4013

POLITICAL CORRECTNESS IN THE WORKPLACE. THE SCHOOL CO, [1998].

Note: This thought provoking video introduces topics such as mutual respect, equal advantage, and creating a healthy work environment. The topic of political correctness is tackled with humor, creative insight, and possible solutions.

BMM4014

EXCEPTIONAL INTERVIEWING TIPS: A VIEW FROM THE INSIDE. Cambridge Educational,

Note: This program guides the viewer through the interview process with an enthusiastic host and representatives from four of the most successful businesses in the country. These representatives give advice on how to conduct yourself professionally in the interview situation and how to impress the interviewer with your poise and personality. The video also discusses the timing and contents of thank you letters. Several example thank you letters are included in the workbook. The video fully prepares

viewers for a successful interview experience. A must for every person getting started in the job hunt. Run time is 30 minutes. 1996.

BMM4016

MIND YOUR MANNERS: AT WORK. CEV Multimedia, [2000].

Note: This program presents common sense "rules" that will help you keep your job. It discusses use of the telephone in the workplace, proper business wear, taboos in the workplace, and how to fit in with other employees. On video quizzes reinforce important points and encourage discussion. Runs 24 mins.

BMM4018

INFORMATION PROCESSING: YOUR ROLE ON THE OFFICE TEAM. Films for the Humanities & Sciences, [1994]. Note: This program discusses the importance of team work in today's work world, including appropriate attitudes and work habits. Run time is 14 minutes.

BMM4019

INFORMATION PROCESSING: PROBLEM SOLVING. Films for the Humanities & Sciences, Note: This program features a process for problem solving, from defining the problem to brainstorming and evaluating solutions, then implementing the final choice. Run time is 14 minutes. 1994.

BMM4020

ONE STOP CAREER CENTER SERIES - SELF ASSESSMENT: THE WORK ACTIVITIES INVENTORY. The School Co,

Note: Self assessment is crucial to long-term career success, but it is often given only cursory attention or overlooked completely. This video gives a timely look into different personality types-highlighting the strengths and weaknesses of each. The advantages of matching the right job with a personality type are covered, with real life, concrete examples. A variety of self assessments tools are also explored. Run time is 23 minutes. 1996.

BMM4021

THE ONE STOP CAREER CENTER SERIES - INFORMATIONAL INTERVIEWING: A FOOT IN THE DOOR. The School Co,.

Note: Informational interviews are a great way to learn about an industry, a company, a job title and more. This video covers preparing for an informational interview, preliminary research to do ahead of time, and much more. Best of all, it gives examples of appropriate questions to ask (and some questions to avoid). Run time is 20 minutes. 1996.

BMM4022

THE ONE STOP CAREER CENTER SERIES - CAREER EXPLORATION: USING THE INTERNET. The School Co.

Note: As technology changes, the job hunt and career exploration process also changes. This video covers a variety of on-line job-related services, with chat rooms, job databases, home pages, and search programs all explained.

The program shows how to access the internet, tips for creating and distributing an electronic resume, researching companies on the Internet and more. Run time is 22 minutes. 1996.

BMM4023

THE ONE STOP CAREER CENTER SERIES - USING CAREER CENTER RESOURCES. The School Co,

Note: This video shows how to make use of the wealth of career information available at most libraries, with coverage of computer and video-based resources as well as print materials. Clustering resources such as the OOH, DOT, GOE and other sources of public information are covered, with tips for efficiently using the resources that are readily available. Run time is 22 minutes. 1996.

BMM4024

THE ONE STOP CAREER CENTER SERIES - PUTTING IT ALL TOGETHER: BEST CAREER PLAN. The School Co.

Note: A solid career plan adds direction to your life. A solid career plan starts with an honest self-assessment -- an exploration process of your interests, aptitudes, values, style and more. This process, if followed, will help attain personal satisfaction at any age. Years of research and personal experience have gone into this well organized, career planning video. Run time is 21 minutes. 1996.

BMM4025

THE WORLD OF WORK: GETTING ALONG WITH YOUR COWORKERS. AGC United Learning,

Note: The computer equipment in a telemarketing firm crashes. A faulty switching board should have been replaced before the first shift, but the employee is responsible for picking up the board has overslept. When he finally arrives, his reception is less than enthusiastic. The program's host and hostess explain that this is but one example of how employees' behaviors and attitudes affect their co-workers. The video then explains the best way to fit in with your coworkers is to behave in a responsible manner and be friendly and courteous. Run time is 12 minutes. 1998.

BMM4026

INTERNET INTEGRATION GUIDE: LANGUAGE ARTS. Syndistar. Inc, [2000].

Note: Ready-Net-Go is a series of classroom manuals and integrated website focused on assisting teachers with the infusion of technology into the classroom and curriculum.

BMM4027

INTERNET INTEGRATION GUIDE: MATHEMATICS. Syndistar. Inc, [2000].

Note: Ready-Net-Go is a series of classroom manuals and integrated website focused on assisting teachers with the infusion of technology into the classroom and curriculum.

BMM4028

INTERNET INTEGRATION GUIDE: SOCIAL STUDIES. Syndistar. Inc, [2000].

Note: Ready-Net-Go is a series of classroom manuals and integrated website focused on assisting teachers with the infusion of technology into the classroom and curriculum.

BMM4029

INTERNET INTEGRATION GUIDE: SCIENCE. Syndistar. Inc, [2000].

Note: Ready-Net-Go is a series of classroom manuals and integrated website focused on assisting teachers with the infusion of technology into the classroom and curriculum.

BMM5001

FINANCIAL CAREERS.

Note: This video explores the different financial careers that are available.

BMM5003 THE SAVINGS ZONE. [10/01/93].

Note: Following "The Twilight Zone" theme, three young people with a strong desire to own their own car decide how they are going to meet that need in a way that fits their lifestyle. High school students and bank loan officers discuss saving and spending strategies. A facilitator's guide with student activities accompanies the video. (This program aired as a two-part video teleconference.) Run time is 90 minutes.

BMM5004

POSITIVE CREDIT. [01/01/94].

Note: The first video in this credit series is a sound and information-packed program that teaches viewers about savings and assets, how to make a budget, how to use credit, how to become eligible for credit, the ins and outs of credit ratings, and how to accept financial responsibility. Complete with insightful interviews from credit counselors, financial planners, loan officers and others, this program successfully shows viewers how to acquire assets, establish collateral, and manage finances in a responsible way. Runs 30 mins.

BMM5005

YOUR CREDIT RECORD: KEEPING IT CLEAN. [01/01/94].

Note: The second video in this series explains to viewers that as they make payments, pay off debts and apply for further credit, the bureau will continue to keep a complete record of their financial histories. Viewers learn about a credit report that can be obtained by anyone to whom individuals have applied for credit. A good credit report means individuals can quickly and easily get credit--therefore, they can quickly and easily buy goods and services. Run time is 30 minutes.

BMM5006

USING CREDIT WISELY: MORTGAGE LOANS. [01/01/94].

Note: The third video in this series addresses first-time home buyers' concerns by taking viewers through the nine-step process of buying a home: 1) researching; 2) determining your wants; 3) finding a real estate agent; 4) making an offer; 5) signing a contract; 6) applying for financing; 7) processing the loan; 8) insurance; and 9) closing costs. Although buying a

home may appear to be a complex transaction, most of the problems and pitfalls can be avoided by doing the proper research and planning in advance. This program helps viewers take advantage of the many resources available to them in assessing and financing their real estate deal. Run time is 30 minutes.

BMM5007

ADDICTED TO DEBT. [01/01/97].

Note: This video is designed to provide viewers an in-depth understanding of concepts necessary to survive in today's financial environment. A decision-making model to assist individuals in regaining control of their credit is a featured component of this program. Advice is offered by professionals on methods teens can implement to avoid debt additions. An instructor's guide and quiz sheets are included. Run time is 21 minutes.

BMM5008

MONEY: SAVE IT, USE IT OR LOSE IT. [01/01/97].

Note: This video introduces viewers to the basic ideas of savings, credit and debt and shows how they relate to needs and wants. This program was partially funded by the nationally affiliated Consumer Credit Counseling Service, Inc., and is a must see for anyone assigned the difficult task of preparing youth to face financial decisions. An instructor's guide and quiz sheets are included. Run time is 21 minutes.

BMM5009

CREDIT: FRIEND OR FOE? [01/01/97].

Note: This video evaluates the advantages and disadvantages of credit as well as the impact of debt and repayment. It discusses the concerns teens have about establishing credit and offers ideas for effective credit management. An instructor's guide and quiz sheets are included. Run time is 23 minutes.

BMM5010

UNDERSTANDING INVESTMENTS. Thumbs Up Video, [1996].

Note: Do your students know that if they start investing now they can become wealthy in the future? A renowned financial consultant explains important concepts such as inflation, taxes, compounding, and risk in an easy-to-understand, entertaining format. Armed with a little knowledge, young businesspeople can get a head-start on the fascinating world of investments. Run time is 17 minutes.

BMM5011

MODERN MARVELS: THE STOCK EXCHANGE. A & E Television Networks, [1996].

Note: Students discover how the stock exchange really works! This is the backbone of the American free enterprise system. See traders in a frenzy to buy...and then in a frenzy to sell. Discover how the capital generated strengthens corporations and creates jobs. Run time is 50 minutes.

BMM5012

PLANNING TO SAVE: YOUR PERSONAL SURVIVAL GUIDE. The Successful Retirement

Planning Institute. 1995

Note: This program presents tips on financial planning, getting out of debt, increasing earning potential, smart shopping, and more. Runs 30 mins. 1995.

BMM5013

UPS AND DOWNS OF STOCKS. Teacher's Video Co.

Note: Grab the "bull" by the horns and "bear" down on this exciting business topic. This superb, introductory video explains it all: the history of the stock market, what shares represent, and what makes prices go up and down. This program covers everything your class needs to know in order to invest wisely. Run time is 25 minutes. 2001

BMM5014

PROFITS AND PITFALLS OF MUTUAL FUNDS. Teachers Video Company.

Note: What is a mutual fund? Why would an investor prefer a fund over common stocks? What are the possible risks and gains of funds? While financial experts manage mutual funds, students need to understand how they work and how to analyze their performance. Run time is 30 minutes. 2001

BMM5015

NO BRAINERS: PERSONAL FINANCE. Cerebellum, [1998].

Note: This informative video presents the main steps of successful personal finance: setting goals, financial planning, budgeting, saving, investing, and reviewing the portfolio. It will assist your students in gaining control of their money and taking their first step toward financial independence. Run time is 60 minutes.

BMM5016

WHAT'S NEXT: JOBS, MONEY & RESPONSIBILITIES IN THE REAL WORLD. Teachers Video

Note: Your students are on their way to the real world. Will they get a job? Go to college? And what about the little things parents always took care of? Interviews, explanations, and skits help students choose what is best for them. This comprehensive program also includes information on buying a car, obtaining insurance, finding a place to live, budgeting living expenses, and putting money into savings. Run time is 25 minutes.

BMM5017

TAKING THE FEAR OUT OF FINANCE: HOW TO READ FINANCIAL STATEMENTS. McLeod & Frank.

Note: This program is a fast-paced, animated presentation that does a good job of explaining hard-to-understand financial documents. Viewers are asked to complete worksheets that reinforce the concepts presented. Run time is 13 minutes. 1999.

BMM5018

TOP 9 1/2 TIPS TO UNDERSTANDING YOUR PAYCHECK. The School Company, [1996].

Note: What happened to all the money you made? This video starts out with a comprehensive view of how people get paid, i.e. hourly, salary, independent contractor work and more. An expert in money management visits the set to

give more detail on the dispersion of your paycheck. Run time is 17 minutes.

BMM5019

INTERNATIONAL FINANCE: MCDONALD'S. RMI Media Productions, [1999].

Note: What are the challenges and complications of doing business outside the United States? Executives from MacDonalds give a first-hand view of global marketing. Run time is 10 minutes.

BMM5020

NO BRAINERS VIDEO GUIDES TO LIFE - PERSONAL FINANCE: MONEY BASICS. Cerebellum Corporation, [2002].

Note: The Standard Deviants will get you up to speed on money basics, starting out with an introduction to personal finance, including the important steps that help you gain control of your financial future. They'll look at setting goals, financial planning, budgeting, and best of all, it won't cost you a dime. Run time is 26 minutes.

BMM5021

NO BRAINERS VIDEO GUIDES TO LIFE - PERSONAL FINANCE: SAVING STRATEGIES. Cerebellum Corporation, [2002].

Note: The Standard Deviants will teach you how to manage your finances, starting with saving strategies that will help you hold on to your money once you've earned it. Then it's on to investing, including such fun and exciting topics as risk tolerance and investment allocation strategies. Run time is 26 minutes.

BMM5022

STANDARD DEVIANTS SCHOOL - FINANCE: THE BASICS. Cerebellum Corporation, [2002].

Note: The Standard Deviants jump into the role of the financial manager, so be prepared to make some quick and crucial decisions. Pick your type of business, learn how to maximize stockholder wealth, choose your corporate structure and explore different kinds of markets. Run time is 26 minutes.

BMM5023

STANDARD DEVIANTS SCHOOL - FINANCE: ASSETS AND LIABILITIES. Cerebellum Corporation, [2002].

Note: Learn about assets, liabilities, equities, and stock options. But wait! The Standard Deviants have more secrets to show. Learn about interest rates, risk, and the curve that shows it all: the yield curve. Then you'll look into our financial crystal ball and find out the future value of your money. Run time is 26 minutes.

BMM5024

VHS MASTER YOUR FUTURE: A PROGRAM ON FINANCIAL RESPONSIBILITY

MasterCard Corporation, 2003 A survey of high school students showed they have little knowledge of basic financial tools and concepts such as budgeting, savings and checking accounts, ATM cards, debit cards, online banking, credit cards and credit history or ratings.

What they don't know really can hurt them. Give your students skills and confidence to manage money and make important financial decisions. Teach about the basics of financial services. Reinforce responsible use of financial tools such as budgeting, loans, and credit cards. Show how financial responsibility is a major step towards their independence and future stability. **Correlates well with the newer SD Personal Finance Standards.** Teacher's Guide and eight students worksheets are Included. Total Running Time is 23 minutes.

BMM5025

VHS CHARGE IT: CREDIT CARD SECRETS

NEWLY ADDED

Do your students understand credit card basics? Buy an expensive TV and pay only the minimum required each month on the credit card, how long will it take to pay for the TV? Would you believe 14 years?! Learn how even a cautious consumer might unwittingly pay \$30 to borrow just \$10 for only one month. Learn why you have to shop carefully for the best deal even in credit cards. How do unsuspecting consumers pay interest rates of 20% and higher for high priced loans disguised like simple conveniences? Learn about how teaser rates and offers of "zero % interest" are just marketing gimmicks designed to reel you in - especially high school students or young adults! Can you read your monthly credit card statement and understand it? What do you do if a card is lost or stolen? How do you issue a stop payment order on a credit card purchase? How do you best protect against credit card theft? Learn the do's and don'ts of personal debt management. A Leader's Guide is included. Designed for Grades 9 - 12, and **correlates well with the new SD Personal Finance Standards.** Run time is 24 minutes.

BMM5026

VHS OR DVD GIVE YOURSELF SOME CREDIT – PAYING ON TIME ***NEWLY ADDED***

Today's teens are spending more money than ever before. Credit card debt among young adults is rising at an alarming rate! Help your students learn important life skills in establishing and maintaining good credit. This video teaches the ins and outs of credit management, including the use, abuse, and pitfalls all consumers need to be aware of. Help your students take the proper steps into their financial future. **This correlates well with the new SD Personal Finance Standards.** Total Run Time 30 minutes. 2003

BMM5027

VHS SHOW ME THE MONEY: UNDERSTANDING YOUR PAYCHECK ***NEWLY ADDED***

Video 1 of a 3-part Personal Finance Series. Ever tried to decipher a paystub? Wondering why you pay for Medicare when you're still in your teens? Do you even know what your take-home pay is? It's time to understand your paycheck. You've got questions - we've got the answers from experts with the real-deal. Learn the difference between your net pay and gross pay. Find out how to correctly fill in a W-9 form. Unravel the mysteries of withholding taxes. From FICA to Worker's Comp, it's everything you need to understand your paycheck. **Correlates well with the newer SD Personal Finance Standards.** Total Run Time is 21 minutes. 2002

BMM5028

VHS MONEY MATTERS: MASTERING BASIC MONEY MANAGEMENT ***NEWLY ADDED***

Video 2 of a 3-part Personal Finance Series. Are you always strapped for cash? Finding it hard to set aside a few bucks for a rainy day? Do you really know where your money goes?

We can help you find out - with the answers you've been looking for! Like the difference between fixed, flexible, and periodic expenses. How to set spending priorities that you can actually live with. When to use software tools and online banking. And why some expenses are necessary, while others maybe aren't. What's more, we'll show you how to put together a budget that really works. Plus, provide tips on stretching the almighty dollar - and living better for less! Teacher's Materials Included. **Correlates well with the new SD Personal Finance Standards.** Total Run Time is 28 minutes. 2002

BMM5028

VHS EXTRA CREDIT: DO'S AND DON'T OF USING CREDIT

NEWLY ADDED

Video Tape 3 of a 3-part Personal Finance Series. Credit, it's been called "imaginary riches". But how can something imaginary cause such real-life financial trouble? Believe it or not, it can! And that's why we've got sure-fire ways to avoid the common pitfalls of credit. Make sense out of simple interest and compound interest. Understand finance charges and annual fees. Learn how to read your credit report. And most importantly, discover the secrets to a good credit rating. Plus, we'll show you how your credit today - affects your credit tomorrow and beyond! Teacher's Materials Included. **Correlates well with the new SD Personal Finance Standards.** Total Run Time is 23 minutes. 2002

BMM6003

COMPUTER OPERATIONS. Note: This video covers basic computer operations used on a daily basis by the average computer user.

BMM6004

COMPUTER SECURITY AND VIRUSES. [01/01/94].

Note: This program reinforces the importance of guarding against computer viruses. Various viruses are covered and the damage they can cause is explained. Suggestions are given to identify symptoms and steps to take to control and eliminate the virus. Run time is 50 minutes.

BMM6005

NO MORE PRIVACY: ALL ABOUT YOU. [01/01/93].

Note: A camera crew stood on a freeway overpass and picked a car license number at random. This documentary shows what they are able to learn in half a day by searching public records and spending \$13: a dossier on two people they'd never met containing the car owner's names, where they live, their business and its financial status, their religion, the husband's health problems, the

names of their grandchildren, and the basic floor plan of their house. The program examines the rapid exchange of vast amounts of information made possible by computers - information bought and sold without the subjects' knowledge or permission. Run time is 60 minutes.

BMM6007 VIRTUAL REALITY. [01/01/94].

Note: This program provides a multi-dimensional look at computer simulation.

From flight simulation to the expressions of the wildest fantasies -- via practical applications in architecture, planning and design; entertainment; sales; medicine; art; and the very meaning of reality. Runs 30 minutes.

BMM6008 LEARN HOW TO USE NETSCAPE NAVIGATOR: A STEP-BY-STEP TUTORIAL.

Note: This video will start you cruising the information superhighway at full speed. Now you can master basic Internet browsing techniques illustrated in amazingly simple terms. Discover what it takes to get connected, learn essential netscape Navigator tips and understand the relationship between your computer and Internet through this program. Run time is 60 minutes. 1997

BMM6009 LEARN HOW TO BUILD A WEB PAGE VOLUME 1. [01/01/97].

Note: This volume provides a fast and easy introduction to the creation, maintenance and understanding of a spot on today's information highway. The video presents a virtual road map to understanding web communication and how you can become a part of this exciting technology. Run time is 50 minutes.

BMM6010 LEARN HOW TO BUILD A WEB PAGE VOLUME 2. [01/01/97].

Note: This volume will teach the student how to enrich the appearance and function of their web page with graphics, audio, video, animation...and more! It's exciting to find how quickly you'll be able to add new dimensions to your communications that will capture the attention of a world-wide audience. Run time is 50 minutes.

BMM6011 CURRICULUM INTEGRATION 101. Classroom Connect, [1996].

Note: This video provides the keys to integrating the Internet into your favorite lesson plans and classroom activates. You'll also discover how to use the Net for professional development and for networking with colleagues around the globe. Experienced educators share their success stories on how they made the Net an integral part of their curriculum. Get tips on how to keep your students' Net journeys safe and sound with Acceptable Use Policies(AUPs) and in school monitoring techniques.

BMM6012 CREATING INTERNET LESSON PLANS. Classroom Connect, [1996].

Note: Add a powerful new ingredient to your lesson plans--the Internet. Learn how to make traditional lessons even more dynamic and exciting! In this second part of the Internet Curriculum Integration Series, we'll take you, step by step, through the process of converting your existing plans into Internet lesson plans. We'll show you which types of lesson plans benefit most from the Internet. You'll discover how Internet lessons inspire students to become information literate, life-long learners.

BMM6013 CREATING INTEGRATED PROJECTS. Classroom Connect, [1996].

Note: Classroom Internet projects provide the most dynamic, exciting vehicles for bringing the Internet into your day-to-day teaching activities. Net projects are hands-on, student-centered learning activates that enhance your students' teamwork skills, while at the same time building their knowledge and their love of learning! In this third installment of the Internet Curriculum Integrations Series, you'll learn how to find and join existing Internet projects. We'll even walk you through the process of creating your

own online activates.

BMM6014 YOUR KEY TO THE INTERNET USING INTERNET EXPLORER 3.0. BERGWALL,

Note: Microsoft Explorer 3 was never so easy to learn and use. Crystal clear, yet complete explanations of how to e-mail, transfer files, and research, plus much more are shown. 1997

BMM6015 VIDEO PRODUCTION IN THE CLASSROOM. Future Thought Video Productions,

Note: This video is designed to help school teachers and students get started in video production. Tim Fennell, television producer, gives helpful camcorder information and some shooting tips that work great indoors and outside. Run time is 17 minutes. 1994

BMM6016 EDITING VIDEO IN THE CLASSROOM. Future Thought Video Productions, [1998].

Note: In this video Tim Fennell, TV producer, offers tips on how to get the right shots on tape before editing. He also goes over the edit controller step-by-step and gives "Cool Video Tips" that will give the production a professional look. Run time is 28 minutes.

BMM6017

PREPARING FOR MICROSOFT ACCESS 2000 CERTIFICATION. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam. 2001.

BMM6018

PREPARING FOR MOUS CERTIFICATION: MICROSOFT WORD 2000. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam. 2001.

BMM6019

PREPARING FOR MOUS CERTIFICATION: MICROSOFT EXCEL 2000. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam. 2001.

BMM6020

PREPARING FOR A+ CERTIFICATION. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam.

BMM6021

PREPARING FOR MICROSOFT WINDOWS 2000 PROFESSIONAL MCP/MSCE CERTIFICATION. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam. 2001.

BMM6022

PREPARING FOR MICROSOFT POWERPOINT 2000 CERTIFICATION. DDC Publishing, [2001].

Note: This program presents exercises and applications correlated to the MOUS Specialist and Expert 2000 exams. Test taking strategies are also featured. A CD-ROM includes a prep test that simulates the actual MOUS exam.

BMM6023

ADVANCED MICROSOFT OFFICE 2000: EXPERT CERTIFICATION. Paradigm Publishing, Inc,

Note: This program is designed for students who know the essentials of manipulating the Office suite and offers instruction in the advanced features of Word, Excel, PowerPoint, Access, and Outlook. The integration of applications is emphasized, along with online search techniques to complete writing projects. Learning is made easy with clear organization of concepts, step-by-step exercises, and helpful hints that solidify students' comprehension. The instructor's guide and instructor's cd-rom package include an assignment sheet, course syllabus, teaching hints, exercise answers, theory tests, and a supplementary performance assessment for each unit. 2000.

BMM6024

YOUR KEY TO MICROSOFT WORKS. BERGWALL, [1996].

Note: This video features Microsoft Works for Windows. Run time is 20 minutes.

BMM6029

USING THE INTERNET FOR RESEARCH. Teacher's Video Company, [2003].

Note: Searching for specific information on the Internet can be a daunting task. This video explains what the Internet really is and how many different types of sources are available through it. Students learn how to narrow their topics before searching on the Internet and to use search tools to organize their searches. Important media literacy skills, such as evaluating sources and comparing information, are also covered. Finally, the host stresses the importance of keeping organized records and accurately citing all sources. Run time 25 minutes.

BMM6030

EXCEL @ HTML: INTRODUCTION TO HTML. Cerebellum Corporation, [2001].

Note: The Standard Deviants DVDs are the perfect way to learn and review at your own pace with real-time, immediate feedback - all at the touch of a button! The Standard Deviants combine cutting edge technology, interactive quizzes, award-winning educational material and a troupe of young actors and comedians. Everything you need to learn is at your fingertips. Recommended for junior high, high school, college and beyond!.

BMM7000

STARTING AND RUNNING A BUSINESS.

Note: A dress shop owner, restaurant owner, and business professor talk about the do's and don'ts of successfully starting a small business.

BMM7001

MINDING YOUR OWN BUSINESS.

Note: This program reports on the risks and rewards of entrepreneurship, profiling one entrepreneur who is starting a company and one who is beginning to show a profit. Run time is 24 minutes.

BMM7005

BUSINESS ETHICS. [01/01/94].

Note: This program is a collection of ethically questionable business scenarios that involve the viewer by asking them how they would respond to each. This program should not be used to influence the opinion of others, but rather as a means to open up a dialogue and discuss situations among peers. An instructor's guide is included. Run time is 19 minutes.

BMM7006

BOSS: OWNING YOUR OWN BUSINESS. [01/01/94].

Note: This video offers a general overview of what it is like to own a small business. After viewing this video, students will be able to: understand that owning their own business is a viable career option; identify the personality characteristics of entrepreneurs that play a part in their success; and learn what is involved in starting and running a small business including a good idea, a plan, money, marketing, and hard work. Runs 15 mins.

BMM7007

SUCCEEDING AS A FIRST TIME MANAGER. [01/01/97].

Note: This is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; and Volume 8: The Power of a Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership types, the new manager can develop and lead the staff to verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes.

BMM7008

SUCCEEDING AS A FIRST TIME MANAGER VOL. 1: GETTING ORGANIZED.

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes. 1997.

BMM7010

SUCCEEDING AS A FIRST TIME MANAGER VOL. 3: MANAGING CHANGE. [1997].

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes. 1997.

BMM7011

SUCCEEDING AS A FIRST TIME MANAGER VOL. 4: LEADERSHIP SKILLS. [1997].

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In

addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes.

BMM7012

SUCCEEDING AS A FIRST TIME MANAGER VOL. 5: DEVELOPING YOUR STAFF.

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes. 1997.

BMM7013

SUCCEEDING AS A FIRST TIME MANAGER VOL. 6: MOTIVATING YOUR PEOPLE. [1997].

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes. 1997.

BMM7014

SUCCEEDING AS A FIRST TIME MANAGER VOL. 7: CULTIVATING YOUR COMMUNICATION SKILLS. [1997].

Note: Succeeding as a First Time Manager is an eight-volume video training

program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes.

BMM7015

SUCCEEDING AS A FIRST TIME MANAGER VOL. 8: THE POWER OF A POSITIVE ATTITUDE.

Note: Succeeding as a First Time Manager is an eight-volume video training program. Each volume is a single segment (Volume 1: Getting Organized; Volume 2: Assessing Yourself and Your Team; Volume 3: Managing Change; Volume 4: Leadership Skills; Volume 5: Developing Your Staff; Volume 6: Motivating Your People; Volume 7: Cultivating Your Communication Skills; and Volume 8: The Power of A Positive Attitude.) This program will show how to train new managers to earn respect immediately and help them excel in their new positions. By assessing work group styles and leadership styles, the new manager can develop and lead the staff to increased productivity. In addition, this training program addresses effective written, verbal and nonverbal communication skills. The training format combines information, examples and various types of exercises and discussion questions to make this an effective training experience. The set includes a training manual, student workbook, and eight videos. Run time for each video is approximately 30 minutes. 1997.

BMM7016

PLANNING AN EFFECTIVE BUSINESS MEETING. TEXAS: CEV MULTIMEDIA, [1995].

Note: This video shows how to make sure meetings fulfill the goals needed. The presenter explains the purposes of staff, information, fact-finding, problem solving, committee and sales meetings. Also featured are ways to plan, organize, and conduct meetings. Run time is 20 minutes.

BMM7017

OUR WILDEST DREAMS: TEEN INDEPENDENCE AND ENTREPRENEURSHIP. [1996].

Note: This video is of a broadcast session conducted in November 1996. The program explores entrepreneurship opportunities. It considers the risks and challenges and it celebrates the determination and triumph of teen women who have gone into business for themselves. Teen entrepreneurs describe their

businesses and answer questions. Run time is 50 minutes.

BMM7018

LEADERSHIP: VISION 2000. HUNTSVILLE, TX: EDUCATIONAL VIDEO NETWORK.

Note: This video introduces the viewer to the power of vision and visioning skills and to the qualities of leadership. Run time is 75 minutes.

BMM7019

BEN FRANKLIN ON LEADERSHIP. Boulder CO: Career Track, [1997].

Note: In this video renowned Franklin interpreter Ralph Archbold portrays the stately founding father as he shares firsthand insights into leadership actions and ideals. Run time is 23 minutes.

BMM7020

EXPANDING YOUR CHOICES - A MANUAL FOR PEER LEADERSHIP. [01/01/95].

Note: The intent of this videotape is to provide the information, materials, and techniques that are necessary to train youth as peer leaders to present this program to young people. The ideas and teaching materials are suitable for both in school and informal educational programs either in student organizations, such as Future Homemakers of American and HERO, or community based youth programs in centers or other youth organizations, such as 4-H, Girls' and Boys' Clubs, and Scouting.

BMM7021

ACORN ENTREPRENEURS: VISIONS OF YOUNG ENTERPRISES. Paradise Production Company.

Note: The ambition to have your own business can surface early in life. This collection offers entertaining and insightful interviews with eight young entrepreneurs, ages 9-17, who share their experiences of starting and operating their own business. They cover such subjects as being an entrepreneur, managing money, working long hours, social responsibility, overcoming obstacles, making mistakes, knowing their customers, and balancing school, friends and business. Whether you're a young person curious about starting a business or a seasoned entrepreneur looking for a fresh approach, you'll benefit from the honest and unpretentious advice these "Acorn Entrepreneurs" have to share. Run time is 26 minutes. 1998.

BMM7022

HOW TO BECOME A TEENAGE ENTREPRENEUR. Lifeskills Unlimited, Inc, [1996].

Note: This introduction to entrepreneurship shows your students how to find the perfect business idea, create advertising, determine the most effective pricing structure, deal with customers, keep the books, and much more! Discover fifty great businesses young people can run!! Run time is 30 minutes. 1996.

BMM7023

BASICALLY BUSINESS 1: STARTING UP. Sunshine Enterprises.

Note: This video covers what you need to know about yourself before starting your own business. It leads you through market research, and it teaches you how to make and use projections. It also covers startup expenses, operations, and how to find money.

BMM7024

BASICALLY BUSINESS: SUCCESSFUL OPERATIONS AND PITFALLS. Sunshine Enterprises.

Note: This video takes you through all the parts of developing a successful business plan, market planning, management, financial, customers, hiring, business image, sales, pricing, advertising, planning for growth and changes for growth. Operating pitfalls cover the most common problems and offers solutions to no team work; not enough time; poor quality control, and lack of persistence.

BMM7025

INTRODUCTION TO ENTREPRENEURSHIP: SO YOU WANT TO BE IN BUSINESS? McLeod & Frand, [2000].

Note: This video introduces the four main aspects of running any business: operations, marketing, human resources and finance. With animated graphics and a light-hearted approach, this program presents the interesting blend of optimism and terror as the entrepreneur faces major decision-making challenges. Run time is 4 minutes. Age group: 9th grade to adult.

BMM7026

WHAT IS MARKETING? Films for the Humanities and Sciences, [1999].

Note: Is there a market for bacon-scented sun block? Yes - at least in theory. After explaining basic terminology such as needs, demands, and markets, this program outlines the three strategies for inducing potential customers to purchase merchandise- the product orientation, selling orientation, and marketing orientation - and defines the marketing concept, where product promotion is tailored to a target audience. Run time is 15 minutes. 1999.

BMM7027

MANAGING RISK. RMI Media Productions, [1997].

Note: This video shows business executives discussing risk management processes, and explaining speculative versus pure; direct versus indirect risk. It also shows how businesses choose to avoid, assume, reduce or transfer risk. Run time is 28 minutes. 1997.

BMM8000

BASIC RETAIL SELLING SKILLS.

Note: This video is segmented into three parts which address basic retail selling issues, such as how to approach the customer, how to ascertain

customer taste and needs, overcoming objections and add-on sales. 30 min.

BMM8001

MARKETING PERSPECTIVES: PRODUCT MANAGEMENT.

Note: This video discusses the life cycle of a product from introduction through growth, maturity, saturation and decline. All products have a period of growth in sales and eventually are replaced by a new product. It points out the need for companies to adjust their marketing plan as new products are developed. Run time is 29 minutes.

BMM8006

VHS 6 TIPS FOR GRAPHIC DESIGN SIZZLE

NEWLY ADDED

This VHS video covers important marketing tools for designing such as: a picture is worth a thousand words, divide and conquer, always answer all the five W's (who, what, when, where and why) reverse the font to catch the eye, and to forget the feet! When Emma is discouraged because her poster for the food drive is boring, friends help out on her design dilemma. Along with their school Art and Business teacher, they develop a poster that "really works", it includes all the important information and it catches the attention of other students. Run time 12 minutes. 2004

BMM8007 FRANCHISING. [01/01/93].

Note: This program provides background information on franchise holders in a variety of types of businesses. Run time is 24 minutes.

BMM8008

WHY ADS WORK: THE POWER OF SELF-DECEPTION. The Learning Seed, [1996].

Note: The most important words in advertising are the ones you don't see or hear. This video proposes that ads rarely lie, they merely allow plenty of room for self-deception. Ads use humor, drama, and entertainment because people being humored and entertained are not critical--they "suspend their disbelief." In short, they become the perfect consumer. "Why Ads Work" will help your students reclaim their critical powers of listening and reading skills. Run time is 23 minutes.

BMM8009

SHRINKAGE. [01/01/96].

Note: This video presents a discussion on shrinkage - what it is, types and indicators. Steps that employees and employers can take to alleviate shrinkage are covered. Thirteen common errors and how they lead to other problems are included. The video can serve as a basis for class discussion, or for a training session for employees in a business. Run time is 20 minutes.

BMM8010

VISUAL MERCHANDISING: LOOK, LINGER, AND BUY. [01/01/96].

Note: Consumers have so many options today that retailers must be aware of techniques utilized to entice sales through visual merchandising. This live

-action videotape familiarizes viewers with the terminology and elements of visual merchandising of softline and hardline products. The key concept of: department organization, merchandise agencies, organization of merchandise on fixtures and merchandise organization are also discussed. Viewers observe how retailers use plan-o-grams and modulars when designing displays. Use this video to supplement any marketing education curriculum or in the retail industry as a training tool. Run time is 18 minutes.

BMM8011

MARKETING: WHERE YOUR COMPETITION IS NOT! [01/01/95].

Note: This video will provide the tools and methodology to boldly leap in the world of competition-based marketing. You will learn how to differentiate competitors from your competition and find your competitive advantage and learn how to use it. Run time is 28 minutes.

BMM8012 MARKETING PRINCIPLES. [01/01/95].

Note: This video focuses on marketing strategies used by the Phoenix Suns. The Phoenix Suns' main goal is to create a valuable, memory-filled sporting experience for all fans from the time they enter the arena. The Suns' success in marketing comes from its customer-driving philosophy of treating the fan as number one. Their goal is to provide a clean friendly, full -served environment and a full entertainment package. Run time is 10 minutes.

BMM8013

EVERYBODY STARTS IN SALES. [01/01/97].

Note: This video provides an overview of basic selling processes. Emphasis is on product knowledge, listening, questioning, negotiating, people skills, and more. A great resource for introducing selling as a profession. Run time is 19 minutes.

BMM8014

PUBLIC RELATIONS. [01/01/97].

Note: This video program discusses the three broad functions of public relations as well as the difference between advertising and publicity. Also included are the four major categories of marketing communications are covered. A discussion guide and quiz sheet is also included. Run time is 23 minutes.

BMM8015

GET WHAT YOU PAY FOR. [01/01/97].

Note: This video is designed to give consumers an awareness of the tools they need to negotiate in the marketplace. After watching the videotape and discussing its contents, students should be able to: understand the role of consumer protection agencies and how to use them; recognize advertising ploys that don't deliver what they promise; be aware of how they can fight back once they've received faulty merchandise; and learn new ways to

negotiate with businesses and contractors when they're not satisfied with the results. An instructor's guide is included. Run time is 20 minutes.

BMM8016

THAT'S MARKETING : UNDERSTANDING CONSUMER BEHAVIOR. Lake Ulrich IL: Learning Seed, [1999].

Note: This video discusses what marketing is and what tools it uses. The viewer will learn about segmentation, market research, branding, packaging, variable pricing and positioning. Run time is 23 minutes.

BMM8017

ADVERTISING TACTICS. Teacher's Video Company.

Note: Clever advertisers persuade consumers through a variety of subtle and not-so-subtle methods. Your class learns to identify the different strategies, including bandwagon, testimonials, hard sell, soft sell, slogans, and many more! Students will never look at advertisements the same way again. Run time is 25 minutes.

BMM8018 FRANCHISING. D.E. Visuals, [2000].

Note: This program presents the structure, product and trade-name business-format franchising. Advantages and disadvantages, as well as the latest figures from IFA on start-up costs, financing, and fees, are also included. An auto dealer, a parts wholesaler, fast food, and service businesses are featured as examples. Run time is 23 minutes. 2000.

BMM8019

COMPETING IN A GLOBAL ENVIRONMENT. RMI Media Productions, [1997].

Note: This program emphasizes the growing importance of understanding and being able to compete in the global marketplace. Companies such as 3M, Pier 1, and Luna Corp. share unique stories of culture, social value, and language challenges. Run time is 28 minutes. 1997.

BMM8020

ADVERTISING & MARKETING ON THE INTERNET. D.E. Visuals, [1998].

Note: This video is very timely and good examples are used. Use and appropriateness of global marketing via the Internet is featured. Topics include target audiences, structural considerations, efficiency, closure, and critical issues in Web page design. Run time is 28 minutes. 1998.

BMM8021

BRAND MARKETING: WHY WE EAT, DRINK AND WEAR BRAND NAMES. Learning Seed, [2000].

Note: What's in a name? The power of brands! Why branding is modern marketing. See how marketers create a world in which objects have personalities and why brands have the power to shape our judgment and perception. A

discussion guide and quiz is included. Run time is 19 minutes. 2000.

BMM8022

RETAILING TRENDS IN THE NEW MILLENIUM. Diamond Educational Productions.

Note: Recognized authorities offer insights on retailing trends for the year 2000 and beyond. Entertainment-oriented shopping centers, manufacturer retail flagships, off-site retailing such as "e-tailing," the emergence of value shopping, and the latest innovation that markets fashion directly affect consumer packing are included. Run time is 25 minutes. 1999.

BMM8023

VISUAL MERCHANDISING. Cambridge Educational.

Note: This informative video shows viewers how to analyze the essential elements involved in creating the right ambiance for merchandise. This program discusses: the creation/change of a store's identity both from the inside and through windows; techniques for using space, line and lighting; how to utilize colors, and the showmanship created by using current events and holiday themes. Leading professionals discuss how visual merchandising has become a prime selling force in stores today and explain how they became involved in and found success in this exciting field.

BMM8024

FINDING, GETTING AND KEEPING CUSTOMERS: SALES SUCCESS. McLeod & Frank, [2000].

Note: Regardless of the type of business, a sale has to happen for it to exist. Based on relationship selling, this program presents the process in eight simple steps, with examples of how to apply each step. Run time is 15 minutes. 2000 Age level: 9th grade to adult.

BMM8025

FINDING, GETTING AND KEEPING CUSTOMERS: MARKET ANALYSIS. McLeod & Frank, [2000].

Note: Before launching any venture, you need to assess its likelihood for success. Market Analysis produces a snapshot of your market- where and to whom you'll offer your products and services. This program presents these critical factors to consider in developing a business plan: vision, target markets, trading area, market research and analyzing the competition. Run time is 15 minutes. 2000 Age group: 9th grade to adult.

BMM8026

FINDING, GETTING AND KEEPING CUSTOMERS: MARKET STRATEGY AND PROMOTION. McLeod & Frank, [2000].

Note: This program guides you through the key elements of market strategy and promotion - the "what, when, where, why and how" of offering your products or services to a target market. Run time is 15 minutes. 2000 Age level: 9th grade to adult.

BMM8027

SECRETS OF SELLING. [01/01/93].

Note: This program illustrates how every detail of a store or mall is carefully engineered to encourage a purchase, especially on impulse. Dozens of retail merchandising tactics are explored. Run time is 28 minutes.

BMM8028

COCA-COLA: THE HISTORY OF AN AMERICAN ICON. MPI Media Group, [2002].

Note: It's hard to imagine life without COCA-COLA. But just over 100-years ago, the world had never heard of a cola, let alone bottled soft drinks. This amazing behind the scenes chronicle will inspire you with the story of a product that began as a dream to find the perfect formula for a soda-fountain drink. When it was coupled with innovative and pioneering marketing techniques, it sparked a social revolution that made COCA-COLA the world's favorite soft drink. The story of this American icon is told with the help of rare photographs and previously unseen footage. Run time is 106 minutes. 2002.

BMM8029 A&E TOP 10 WACKIEST TV PRODUCTS. A&E Television Networks, [2001].

Note: Products advertised on television are often hilarious, but these wacky gadgets offer fascinating insight into marketing strategies. Students learn a variety of selling techniques, including stating the benefits, demonstrating the features, and providing testimonials. This unique video explains how strong advertising can sell almost anything! Run time is 50 minutes. 2001.

BMM8030 STANDARD DEVIANTS SCHOOL - MARKETING: THE BASICS. Cerebellum Corporation, 2002

Note: How do you know if your product is reaching your target consumers? How are your target consumers? If you're not sure, then it's time you learned about marketing. The Standard Deviants will guide you through this important subject by illustrating marketing basics, like generating sales, mission statements, and creating a market plan. Run time is 26 minutes.

BMM8031

PATENTS. Teacher's Video Company, [2001].

Note: How do companies protect their ideas? What keeps competitors from copying innovations? Discover the history of the U.S. Patent and Trademark Office and learn about patent applications, licensing, royalties, and much more. Fascinating insights for future inventors, entrepreneurs, and business people. Run time is 25 minutes.

BMM8032

ADVERTISING AND MARKETING ON THE INTERNET. D. E. Visuals, [2000].

Note: Is the internet an overrated marketing tool? Does it really provide unique opportunities for advertisers? Focuses on the use and appropriateness of marketing and advertising on the internet. Special topics include target audiences, structural considerations, efficiency,

closure, and critical issues of web-page design. Run time is 26 minutes.

BMM8033

E-COMMERCE: BUSINESS TO BUSINESS. D.E. Visuals, [2001].

Note: This video illustrates how e-commerce between businesses operates on the Internet. Industry-sponsored and independent Net marketplaces are creating new challenges for selling to consumers. Focuses on terminology, objectives and benefits of doing business on the Net, challenges, and keys to being successful. Discussion of models, strategies, successes and failures. Run time is 28 minutes.

BMM8034

MULTI-CHANNEL RETAILING. Diamond Educational Productions.

Note: Once limited to making the vast majority of their purchases in brick-and-mortar operations, today's consumer has been given other choices by which their needs may be satisfied. Understanding the importance of joining the fray of the catalog merchants and E-tailers who conduct their business solely through one or two of these means, most brick-and-mortar companies have expanded their operations to include both on-site and off-site divisions, now calling themselves multi-channel retailers. Speaking to this business model that now has captured the attention of citizens all across the United States is Allen Ellinger, managing partner of marketing Management Group, and John Riordan, Vice Chairman of the International Council of Shopping Centers. Companies that were primarily brick-and-mortar companies that have successfully expanded their operations into multi-channel retailing such as Crate & Barrel, Marshall Field, and others will be examined to show how their operations have benefited from this new retailing approach.

BMM9000

BASIC PARLIAMENTARY PROCEDURE: THE ORDER OF BUSINESS.

Note: Part one of this series introduces the basic concepts of parliamentary procedure, explaining the need for orderly meetings and the accepted way of handling club business. (Suitable for upper elementary and junior high school classes.) An instructor's guide is included. Run time is 12 minutes.

BMM9001

BASIC PARLIAMENTARY PROCEDURE: NOMINATIONS, ELECTIONS, AND COMMITTEES.

Note: Part two of this program introduces the basic concepts of parliamentary procedure, explaining nominations, elections and committees. (Suitable for upper elementary and junior high school classes.) An instructor's guide is included. Run time is 12 minutes.

BMM9002

INTRODUCTION TO PARLIAMENTARY PROCEDURE. [01/01/97].

Note: This video shows a college student holding a board meeting using basic rules of parliamentary procedure. Great for any career and technical student organization or other "formal" meeting. Run time is 20 minutes.

BMM9003

PARLIAMENTARY PROCEDURE MADE SIMPLE: THE BASICS. Robert McConnell Productions,

Note: This video is for everyone who belongs to an organization and needs to know the basics of parliamentary procedure. It makes Robert's Rules of Order easy to understand and tells you how to: follow procedure, make motions, amend motions, postpone motions, commit motions, table motions, discuss motions, vote on motions, stop debate, work in committees, work in small boards, give reports, take minutes, prepare for meetings and conduct meetings. This video includes an example of a meeting conducted from beginning to end according to Robert's Rules. Run is 1hr & 40 minutes. 1993